

GOVERNMENT OF TELANGANA

ABSTRACT

Marketing – Constitution of a State Level Agricultural Marketing Reforms Committee for recommending reforms in Agricultural Marketing and also indicating a road map for implementation of Reforms – Orders – Issued.

AGRICULTURE & COOPERATION (MKTG.II) DEPARTMENT

G.O. Rt. No.32

Dated: 10-07-2014.

ORDER:

Effective Agricultural Marketing ensures fair price to farming community who are left behind in the competitive scenario. Several initiatives have to be taken to promote agricultural marketing to play a pivotal role in fostering and sustenance of the rural economic development. Marketing is as critical to better farming as farming itself. It is therefore necessary to promote development of competitive agricultural marketing structure in the state and also to bring about professionalism in management of existing market yards by making them transparent and efficient. But there are limitations and constraints in the present marketing system which needs to be addressed in a comprehensive manner.

2. Therefore, Government have decided to constitute a State Level Agricultural Marketing Reforms Committee with the following objectives:-

1. To bring about reforms to provide a barrier free market system for the benefit of farmers as well as consumers while ensuring participation of all stake holders.
2. To ensure market efficiency and competitiveness, to enhance transparency in all marketing operations.
3. To promote grading, standardization, packaging and quality certification of agricultural produce which is imperative.

There is an immediate need for the government and financial institutions to support such marketing reforms through technical, managerial and financial assistance.

The Information Technology advances available in Telangana need to be harnessed to improve efficiency and transparency in the system. Actually technology should be the back bone for reforms in agricultural marketing to establish networked markets with a view to ensure efficient price discovery which would accrue to the benefit of the farmers.

In view of the above, Government hereby constitute a State Level Agricultural Marketing Reforms Committee for recommending the reforms in Agricultural Marketing and also indicating a road map for implementation of the same with the following members:-

Sl. No.	Designation	Chairman/Member
1	APC & Principal Secretary, A&C Deptt.	Chairman
2	Commissioner of Agricultural Marketing	Convener/Member
3	Commissioner of Agriculture	Member

4	Commissioner of Horticulture	Member
5	M.D. AGROS	Member
6	Chief General Manager, NABARD	Member
7	Addl. Director, Marketing	Member
8	Addl. Registrar Cooperative Societies	Member
9	Associate Professor, Economics Dept, ANGRAU	Member
10	Representative from MANAGE (MBA – Agri business)	Member
11	Joint Director of Agriculture, Warangal	Member
12	Deputy Director, Horticulture Department	Member
13	Representative from NCDEX	Member
14	Secretary, Agril. Market Committee, Khammam	Member
15	Secretary, Agril. Market Committee, Warangal	Member
16	Secretary, Agril. Market Committee, Bowenpally	Member

The Committee shall have deliberations, consultations with stake holders and culminate in a larger workshop and finalize its reports and recommendations. The committee should submit its report on or before **15-08-2014**.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

POONAM MALAKONDAIAH,
APC & PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner & Director of Marketing, Telangana, Hyderabad.

All the Committee Members.

All the District Collectors

Copy to:

P.S. to Hon'ble Chief Minister, Telangana

P.S. to Hon'ble Minister for Agricultural Marketing, Telangana

P.S. to Chief Secretary to Government, Telangana

P.S. to APC & Prl. Secretary, A&C Department, Telangana.

SF/SC

// FORWARDED :: BY ORDER:://

SECTION OFFICER